



CAMPAIGN «VOTE FOR WOMEN»

PROJECT «EQUAL OPPORTUNITIES FOR MEN AND WOMEN IN POLITICS»

MEDIA REPORT

JULY – OCTOBER 2012



podržano od:



KVINNA TILL KVINNA



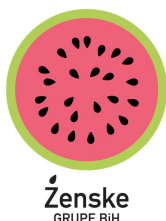
Schweizerische Eidgenossenschaft
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Introduction

As a part of project “Equal opportunities for women and men in politics» from July to October 2012 media campaign was implemented as a joint effort of partners from four projects, coordinated by Udružene žene (United Women) Banja Luka. Although resources for these activities were limited, partners in project succeeded to draw attention of local and national media on their activities.

Organizations that participated in this campaign under “Equal opportunities” Project were: Udružene žene Banja Luka, Medica Zenica, Lara Bijeljina, Forum žena Bratunac, Vive Žene Tuzla, Institut za razvoj mladih Kult Sarajevo, Udružene građanke Bosansko Grahovo, Glas žene Bihać i Krajiška suza Sanski Most.

Organizations that also participated in campaign, and were coordinated by Udružene žene Banja Luka su: Helsinški parlament građana Banja Luka, Horizonti Tuzla, Centar za pravnu pomoć ženama Zenica, Fondacija Cure Sarajevo, Budućnost Modriča, Most Višegrad, Ženski Centar Trebinje, Prava za sve Sarajevo, Duvanjske Tomislavgrad, Žene ženama Sarajevo.

Due to specific circumstances that postponed elections for January 2013, organization Forma F from Mostar has rescheduled its media activities too.

This campaign brought together activities under four projects - **«Equal opportunities for women and men in politics»**, (as a part of the “Support to constitutional reform” Project supported by Embassy of Switzerland and Swiss Agency for Development and Cooperation (SDC), **«Women and law today»**, supported by foundation Kvinna till Kvinna Sweden, **«Promotion of women participation in politics and gender responsible politics in BiH - 2012»**, supported by foundation Rosa Luxembourg for Southeast Europe, Germany and **«Empowerment of women of BiH for political and social changes»**, supported by Open Society Fund BiH.

Looking from the perspective of media visibility this period had three key-activities that generated additional media activities:

1. Launch-on Press conference in Sarajevo held July 19, 2012
2. First street-actions in 9 cities (Sarajevo, Bosansko Grahovo, Bratunac, Bijeljina, Banja Luka, Zenica, Modriča, Višegrad, Sanski Mosti) held just before pre-election campaign on September 6, 2012
3. Street action before pre-election silence, October 4, 2012 in 11 cities (Sarajevo, Bosansko Grahovo, Bratunac, Bijeljina, Banja Luka, Zenica, Modriča, Višegrad, Bihać, Sanski Most, Tuzla).



In addition, on local radio-station radio-jingle was broadcasted with message “Vote for women” which increased campaign visibility and message itself.

In total, during this period there were 64 radio appearance, 47 TV appearance, 12 print articles i 60 web articles. This presents significant media visibility of campaign that was not budgeted as a key activity of the Project. Focus of the entire Project is on education, empowerment and interconnection of electoral body, primarily of women and elected politicians.

Also, geographical diversity of partnering organization contributed to widest possible message dissemination throughout entire Bosnia and Herzegovina.



In particular, going from West towards East, organizations are from: Bihać, Bosansko Grahovo, Sanski Most, Banja Luka, Mostar, Zenica, Sarajevo, all to Tuzla, Bratunac and Bijeljina.

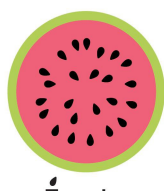
Directly, the campaign covered 5.605km² including the area of municipalities of partnering organizations.

Media that covered campaign are from other cities like Livno, Kupres, Tomislavgrad, Busovača, Vitez, Visoko, Brčko, which contributed geographical representation of the campaign country-wide.

Also, having in mind that campaign was covered by entity public broadcasters, FTV and RTRS, campaign was really implemented on the territory of the entire state.

1. Promo materials

In order to contribute to the entire visibility of the campaign with unified message that all these organization were unified in their common goal, among partners was adopted unique logo that was further on applied to all other promo materials.



1.1. Logo, flyers, T-shirts, banners, bags



Logo of Female Groups BiH represents inner half of watermelon, where each seed represents partnering organization, that, although independent jointly acts in realization of common goals.



In July 2012 Udružene žene Banja Luka designed and printed according to plan 10000 flyers from TPO Project and distributed these materials to 23 organization that participated in campaign «Vote for Women». Beside flyers, as a contribution to campaign they produced roll-up banners for 23 organization, 500 T-shirts and additional 5000 flyers from other projects' budgets.

Additionally, bags were prepared and designed by colleagues of Medica Zenica, while women from rural areas that were part of Medica's programs of economical empowerment of women sewed the bags. On all materials recognizable logo was applied on visible place. Flyers and bags, together with T-shirt and banners were used in all activities related to Campaign, as well as in education of women voters, in workshops with young politicians and women politicians, during TV shows and in street actions.



1.2. Radio-jingles

Visibility of the campaign was largely increased with "Vote for Women" radio-jingles broadcasts on radio-stations throughout the country. Jingle was prepared by Lara Bijeljina in 3 language options, after content was being adopted with all partnering organizations. Some radio-stations supported campaign and broadcasted jingle free of charge, while in some cases the results of campaign were supported with paid advertisement. There were **1722 free of charge broadcasts** (92,988 seconds), which represents savings of at least **50,000KM**, having in mind various prices of radio broadcasts, due to its audience.



Text of radio-jingle

On October 7, 2012 in BiH local elections would take place

Dear female friend, if you don't municipality government on your behalf would be elected by others

if you do not involve in elections

your needs would remain unheard

it is simple – being silent does not bring changes

Women group BiH invite you

get involved in elections, say your attitudes and think twice when vote – vote for women

they understand you,

they understand the best the local problems

Vote for Women – Campaign of Women Group BiH

Vote for women, vote for women, vote for women!



During recording of radio-jingles, Lara Bijeljina

1.2.1. Review of broadcasting of radio-jingle «Vote for Women»

| PERIOD | MEDIA | NUMBER OF BROADCASTS | SECONDS/TOTAL | ORGANIZATION |
|-----------------|------------------------------|----------------------|---------------|----------------------------------|
| 07.09. - 07.10. | BIG radio II | 4 times/day | | Udružene žene Banja Luka / payed |
| 05.09. - 05.10. | Radio Republike Srpske, show | 96 | 5,184 | Udružene žene Banja Luka |
| October | Novi Radio | 12 | 648 | Glas žene Bihać |
| October | RTV Cazin | 12 | 648 | Glas žene Bihać |
| October | Radio Ključ | 12 | 648 | Glas žene Bihać |



| | | | | |
|-----------------|-------------------------|----------------------|--------|---|
| October | Radio USK | 12 | 648 | Glas žene Bihać |
| 26.07. - 05.10. | Radio Studio N | 200 | 10,800 | Udruženje građanki Bosansko Grahovo |
| 01.08. - 05.10. | Radio Livno | 120 | 6,480 | Udruženje građanki Bosansko Grahovo |
| 01.10. - 04.10. | Radio "Sana" | 25 | 1,350 | Krajiška suza Sanski Most |
| 05.09. – 05.10. | Radio "Osvit" – Zvornik | 200 | 10,800 | Forum žena Bratunac |
| 05.09. – 05.10. | Radio Magic Milići | 273 | 14,742 | Forum žena Bratunac |
| 01.08. – 30.09. | Pan Radio | 360 | 19,440 | Lara Bijeljina |
| 01.09. – 30.09. | Radio Slobomir | 90 | 4,860 | Lara Bijeljina |
| 28.09. – 05.10. | Radio BM Zenica | 48/24 free of charge | 1296 | Medica Zenica |
| 28.09. – 05.10. | Radio Zenica | 24 | 1296 | Medica Zenica |
| 28.09. – 05.10. | Radio Q Zenica | 24 | 1296 | Medica Zenica |
| 28.09. – 05.10. | Radio Q Visoko | 24 | 1296 | Medica Zenica |
| 28.09. – 05.10. | Radio Kakanj | 33 | 1782 | Medica Zenica |
| 28.09. – 05.10. | Radio Vitez | 21 | 1134 | Medica Zenica |
| 28.09. - 05.10. | Radio ASK Ilidža | 80 | 4,320 | Institut za razvoj mladih KULT Sarajevo |
| 28.09. – 05.10. | Studentski eFM radio | 80 | 4,320 | Institut za razvoj mladih KULT Sarajevo |

TOTAL 20 radio/stations, 1722 broadcasts free of charge, 92,988 seconds



1.3. Facebook page «Vote for Women»



Udružene žene Banja Luka created profile "Vote for Women" on most popular social network – Facebook for the purpose of this campaign. Page was visited often and female candidates of various political parties and from local communities had the opportunity to use it in order to present themselves to their potential voters. Group has more than 500 members and it was used as additional communication channel of all

campaign activities, and to announce street actions.

<https://www.facebook.com/glasajmo.zazene?fref=ts>

1.4. Web-info

TPO fondation, as a Project Coordination regularly updated its own web-page with content relevant for campaign. The same action was undertaken by other partners in accordance with their capacities. (ie. Medica Zenica, Institut za razvoj mladih KULT Sarajevo, Glas žene Bihać...).

tpo.ba



2. Activities in Details

2.1. Press conference

On Wednesday, July 19, 2012 in Sarajevo, TPO Fondation, with presence of representatives of partnering organizations, held launch-on press conference presenting the campaign “Vote for Women”. At that occasion specially designed promo-materials were distributed - (flyers, T-shirts, banners) created by Udružene žene Banja Luka, and bags with messages and already adopted visual identity created by Medica Zenica. Also, radio-jingle was distributed to all partners that was prepared by Lara Bijeljina.

After press-conference, PR consultant of TPO Fondation, Ms Una Bejtović, held brief media-trening to all partners in campaign about key-activities that needs to be taken in media relations and format for media reports was adopted.

After being distributed at the beginning of the campaign, unique press release was distributed to partners in order to be used on local level in direct contact with media.



Press conference, July 19 2012., Bejtović, Golubović, Spahić-Šiljak, Husić

radiosarajevo.ba 90,2

SLUŠAJTE RADIO UŽIVO!

HOME VIJESTI METROMAHALA KOLUMNJE MAGAZIN SPORT RADIO FORUM PHOTO BLOG MANJINE

NOVO 11:39 Ministar pravde dao ostavku zbog veze s mafijom

VIJESTI Bosna i Hercegovina

Veličina slova: A A A [+1](#) [Tweet](#) [Podijeli](#) [Recommend](#) 164

19. Juli 2012. u 12:37

23 organizacije zajedno za bolji položaj žena u politici



GLASAJTE ZA ŽENE!
One najbolje razumiju lokalne probleme!
Nama treba rješenje!

GLASAJMO ZA ŽENE!

IZDVOJENO

VIDEO
It's a Girl: Kampanja protiv nestajanja djevojčica

NAJNOVIJE VIJESTI IZ RUBRIKE

Utorak, 23.10. u 11:42
Lagumdžija neće biti smijenjen, SNSD odustao

Utorak, 23.10. u 11:40
Zenica: Smrtno stradao 31-godišnji rudar

Utorak, 23.10. u 09:55

klx vijesti

Naslovnica Vijesti Biznis Sport Magazin Lifestyle Scitech Auto Forum Križaljka Info

Aktuelno: Akcija Lutka | Lokalni izbori u BiH | Sukobi u Siriji | Jazz Fest | Suđenje Zijadu Turkoviću

ČEKANJE U REDU U NEKOLIKO INSTITUCIJA
Za 30-ak KM dječijeg dodatka roditelji moraju prikupiti gomilu dokumenata

BH TELECOM UPOZORAVA
Ne nasjedajte na prevare o dopuni kredita putem SMS-a (FOTO)

KAO U PJESMI ZABRANJENOG PUŠENJA
Pišonja i Žuga u ak Lopovi ukrali autobus ispred hotela Rado

Objavljeno 19.07.2012. u 13:35 | Komentari: 5 [Share](#) [Recommend](#) 4

AKCIJE U 14 GRADOVA BIH

Predstavljena kampanja "Glasaj za žene"

U četvrtak je u Sarajevu predstavljena kampanja "Glasaj za žene" koju će u naredna tri mjeseca zajedno provoditi "Ženske grupe BiH", odnosno dvadeset i tri partnerske organizacije iz 14 gradova Bosne i Hercegovine.

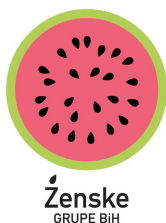
Kako bi što efikasnije doprinijele položaju žena u politici, te posebno senzibilizirale mlade političare i političarke za rodna pitanja, ali i posebnu pažnju posvetile ženskom glasačkom tijelu u ruralnim sredinama, organizacije su ujedinile snage i projektne aktivnosti proizašle iz četiri srodna projekta koja podržavaju Švicarska razvojna agencija (SDC), Kvinna till Kvinna Švedska, Rosa Luxemburg za jugoistočnu Evropu, te Fond otvoreno društvo BiH.



U okviru kampanje, ali i narednih 15 mjeseci kroz četiri

2.1.1. Press konferencija – pregled medijskih objava

| | | | | |
|--------|-------------------|------------------|---|-------------------------------------|
| 19.07. | RTRS | Press conference | Zilka Šiljak, Sabiha Huskić, Nada Golubović | Report for prime-time news |
| 19.07. | TV Hayat | Press conference | Zilka Šiljak, Sabiha Huskić, Nada Golubović | Report for prime-time news |
| 19.07. | TV Alfa | Press conference | Zilka Šiljak, Sabiha Huskić, Nada Golubović | Report for prime-time news |
| 19.07. | TV Zenica | Press conference | Zilka Šiljak, Sabiha Huskić, Nada Golubović | Re-broadcasted report from TV Hayat |
| 19.07. | TVSA | Press conference | Zilka Šiljak, Sabiha Huskić, Nada Golubović | Report for prime-time news |
| 19.07. | Radio Sarajevo.ba | Press conference | 23 organization together in Campaign | Article |
| 19.07. | Radio 8 | Press conference | Zilka Šiljak, | Statement |
| 19.07. | BH Radio 1 | Press conference | Zilka Šiljak, | Statement |
| 19.07. | Klix.ba | Press conference | Campaign Vote for Women presented | Article |
| 19.07. | Zurnal.ba | Press conference | Campaign Vote for Women presented | Article |
| 19.07. | Source.ba | Press conference | Campaign Vote for Women presented | Article |
| 19.07. | Indikator.ba | Press conference | Campaign Vote for Women presented | Article |



2.1. Media activities of Campaign partners – July 2012

| | | | | | |
|--------|--|---------------------------|-------------------------|--|---------------|
| 07.07. | Radio USK | Info about workshop | Journalist Gorica Bukic | Workshop "Equal opportunities for women and men in politics" | 3 x 3 min = 9 |
| 07.07. | TV USK-a | Prime-time news | Enisa Raković | Workshop "Equal opportunities for women and men in politics" | 3 min |
| 06.07. | www.mojusk.ba | Announcement | | Workshop "Equal opportunities for women and men in politics" | Text |
| 08.07. | Radio USK | Re-broadcast July 7, 2012 | Enisa Raković | Workshop "Equal opportunities for women and men in politics" | 3 min. |
| 10.07. | Radio USK | Talk with reason | Enisa Raković | Project presentation | 15 min |
| 11.07. | Radio Cazin | Prime-time news | Enisa Raković | Project and workshop presentation | 7 min |
| 11.07. | TV Cazin | Prime-time news | Enisa Raković | Project and workshop presentation | 7 min |
| 11.07. | TV Panorama | Prime-time news | Enisa Raković | Project and workshop presentation | 7 min |
| 11.07. | www.rtvcazin.ba | Article | Enisa Raković | Project and workshop presentation | Text |
| 11.07. | www.mojusk.ba | Article | Enisa Raković | Project and workshop presentation | Text |
| 13.07. | USK Krajina newspapers | Article | Enisa Raković | Project and workshop presentation | 1/5 |
| 13.07. | www.kip.ba | Article | Enisa Raković | Project and workshop presentation | Text |
| 13.07. | www.krajina.ba | Article | Enisa Raković | Project and workshop presentation | Article |
| 14.07. | www.cazin-danas.ba | Article | Enisa Raković | Project and workshop presentation | article A5 |



Institut za razvoj mladih KULT Sarajevo

| | | | | | |
|-------|---|--|--|--|------|
| 19.7. | http://mladi.org/ | | | Announcement of campaign Vote for Women | Text |
| 24.7. | www.mladi.org | | | Announcement of workshop with young politicians and female politicians | Text |
| 30.7. | www.mladi.org | | | Workshop report | text |

Udruženje građanki Bosansko Grahovo

| | | | | | |
|--------|----------------|-----------------|-------------|--|--------|
| 02.07. | Radio studio N | Live appearance | Danka Zelić | Campaign "Vote for Women" presentation and project "Equal opportunities for women and men in politics" | 30 min |
| 03.07. | Radio Livno | Live appearance | Danka Zelić | Campaign "Vote for Women" presentation and project "Equal opportunities for women and men in politics" | 20 min |
| 23.07. | Radio Studio N | Live appearance | Danka Zelić | Announcement of first five workshop for women in rural areas in Bosansko Grahovo and Livno | 10 min |
| 24.07. | Radio Livno | Live appearance | Danka Zelić | Announcement of first five workshop for women in rural areas in Bosansko Grahovo and Livno | 10 min |

Medica Zenica

| | | | | | |
|--------|--------------|----------------|----------------------|--|-------|
| 04.07. | TV Zenica | Zenica Today | mr.sci. Sabiha Husić | Announcement of activities and campaign Vote for Women | 2 min |
| 04.07. | Radio Zenica | News at 12:00h | mr.sci. Sabiha Husić | Announcement of activities and campaign Vote for Women | 2 min |



| | | | | | |
|--------|--------------|------------------|----------------------|--|-------|
| 04.07. | Radio Zenica | News at 16:00hrs | mr.sci. Sabiha Husić | Announcement of activities and campaign Vote for Women | 2 min |
|--------|--------------|------------------|----------------------|--|-------|

Krajiška suza Sanski Most

| | | | | | |
|------|--------------|-------------|--|---|--|
| Juli | Radio "Sana" | Information | | Workshop with young male and female politicians | |
| Juli | Radio "Sana" | Information | | Workshop with young male and female politicians | |

As it can be seen from this media-reviews, press conference generated significant media attention, while partnering organizations started with their activities even earlier at local level. In this way true synergy was accomplished with multi-level approach towards media in BiH. That contributed largely to the visibility of the beginning of the campaign and project activities.

2.3. August 2012

Udružene žene Banja Luka

| DATE | MEDIA | APPEARANCE | PERSON | TOPIC | DURATION/ PAGES |
|--------|------------------------------|--------------------------------------|---|---|------------------------|
| 29.08. | RTRS | Public discussion in Kozarska Dubica | Nada Golubović | Why is it important to vote for women? | Srpska Danas |
| 29.08. | Radio and TV Kozarska Dubica | Public discussion in Kozarska Dubica | Nada Golubović | Why is it important to vote for women? | Report |
| 30. 08 | RTRS | Public discussion in Kozarska Dubica | Nada Tešanović, minister of family, youth and sport in Government of RS, Nada Golubović | "Why is it important for women to participate in public and political life? " | Prime-time news report |

| | | | | | |
|----------------|------|---------|---|----------------|-----------|
| 30. 08. | RTRS | TV show | Nada Tešanović, Nada Golubović, Gordana, Radmila Žigić Vidović, | Vote for Women | 45 minuta |
|----------------|------|---------|---|----------------|-----------|

Krajiška suza Sanski Most

| | | | | |
|---------------|--------------|-------------|--|--------------------------|
| 12.08. | Radio "Sana" | Information | | Workshops in rural areas |
| 12.08. | Radio "Sana" | Information | | Workshops in rural areas |

Udruženje građanki Bosansko Grahovo

| | | | | | |
|---------------|----------------|---|-------------|---|--------|
| 03.08. | Radio studio N | Announcement of second round of workshops | Danka Zelić | Announcement of following five workshops for women in rural areas of Bosansko Grahovo and Livno | 10 min |
|---------------|----------------|---|-------------|---|--------|

Institut za razvoj mladih KULT Sarajevo

| | | | | |
|---------------|--|-------------|---|------|
| 07.08. | www.mladi.org | Information | Free workshops for young women | Text |
| 08.08. | www.ilidza.ba | Information | Free workshops for young women – invitation | Text |
| 16.08. | www.ezoom.ba | Information | About project "Equal opportunities..." | Text |
| 17.08. | www.studomat.ba | Information | Professional upgrading | Text |
| 21.08. | www.opcinailidza.ba | Information | Public call for workshops | Text |

Glas žene Bihać

| | | | | | |
|---------------|------------------|---------|---------------|-----------------------|-------------|
| 13.08. | Novine Reprezent | Article | Enisa Rakovic | Project and workshops | A4 1/1 page |
|---------------|------------------|---------|---------------|-----------------------|-------------|

Vive žene Tuzla

| | | | | | |
|---------------|-------------|--------------------|------------|--|--------|
| 07.08. | Vesta Radio | Morning program | Nina Zupan | About project and activities | 20 min |
| 08.08. | RTV TK | Prime-time news | Nina Zupan | Workshop for young male and female politicians | 2 min |
| 08.08. | BH Radio | News/Youth Program | Nina Zupan | Workshop for young male and female politicians | 3 min |

| | | | | | |
|---------------|----------------------------|----------------------------|------------|--|----------|
| 08.08. | TV1 | Prime-time news | Nina Zupan | Workshop for young male and female politicians | 1 min |
| 08.08. | Vesta Radio | News/Highlights of the day | Nina Zupan | Workshop for young male and female politicians | 1 min |
| 08.08. | RTV TK - portal | News | Nina Zupan | Workshop for young male and female politicians | 1/2 page |
| 09.08. | Tuzla info portal (TIP.ba) | News | Nina Zupan | Workshop for young male and female politicians | 1/1 page |
| 09.08. | Radio Free Europe | News | Nina Zupan | Workshop for young male and female politicians | 1/1 page |

Medica Zenica

| | | | | | |
|---------------|-------------------------|---|----------------------|---|---------|
| 01.08. | web site medica zenica | News | | Campaign "Vote for Women" | 2 pages |
| 01.08. | web site medica zenica | News | | Workshops in rural areas within the project | 1 page |
| 11.08. | BM Radio | Special show about Medici Zenica | mr.sci. Sabiha Husić | Campaign "Vote for Women" | 45 min |
| 18.08. | Radio of Federation BiH | Campaign "Vote for Women" in 14 BH cities | mr.sci. Sabiha Husić | Campaign "Vote for Women" | 2 min |

Krajiška suza Sanski Most

| | | | | | |
|---------------|--------------|-------------|--------------------------|--|--|
| 12.08. | Radio "Sana" | Information | Workshops in rural areas | | |
| 12.08. | Radio "Sana" | Information | Workshops in rural areas | | |

Lara Bijeljina

| Date | Media | Person | Type of media appearance | Topic | Duration |
|---------------|-----------|---------------------|--------------------------|--|----------|
| 20.08. | Radio Pan | Mirzeta Tomljenović | Radio interview | Project presentation with emphasis on workshops in rural areas | 7 min |

2.4. September 2012

Right before the start of pre-election campaign, throughout entire Bosnia and Herzegovina, in numerous cities street actions were organized within the Campaign “Vote for Women”. In direct contact with male and female voters, activists of partnering organization represented campaign, but also the female candidates of different political parties. This was the opportunity for promo material to be distributed to citizens in order to inform them about campaign and its goals.



Street action, Sarajevo, September, 2012

In the following table there is review of media activities during September 2012, that took place together with pre-election campaign, which presented additional challenge, because media were focused more on the activities of political parties.

Street action country-wide

| | | | | | |
|--------|-------------------|---|--|-------------|----------------------------------|
| 06.09. | RTRS | Street action Sarajevo, Bratunac Bijeljina | Campaign Women | Vote for | Report for Srpska Today |
| 06.09. | Radio Sarajevo | Ulična akcija u Sarajevu | Campaign Women | Vote for | 1,5 page |
| 06.09. | Klix.ba | Ulična akcija u Sarajevu | Campaign Women | Vote for | 1,5 page |
| 06.09. | Radiosarajevo.ba | Reportage | "Maybe the women in politics are smaller evil" | | Text |
| 06.06. | Radio Free Europe | Reportage | Campaign Women | Vote for | Text |
| 06.09. | Oslobođenje Daily | Street action | Campaign Women | Vote for | 1/6 page |

Street action, Septembar, 2012, Bratunac





Vive žene Tuzla

| | | | | | |
|--------|-------------|-----------------|------------|--|--------|
| 13.09. | Vesta Radio | Morning program | Nina Zupan | Educational workshop for women in rural area | 30 min |
|--------|-------------|-----------------|------------|--|--------|

Medica Zenica

| | | | | | |
|--------|--|--|----------------------|-------------------------|----------|
| 06.09. | Federalna TV-dopisništvo Zenica | Street action in Zenica | Irma Šiljak | Campaign Vote for Women | 2 min |
| 06.09. | Zenica blog | Street action in Zenica | Irma Šiljak | Campaign Vote for Women | 1/4 page |
| 06.09. | www.medicazenica.org | Street action in Zenica | Irma Šiljak | Campaign Vote for Women | 1/2 page |
| 06.09. | Naša riječ Zenica | Street action in Zenica | Irma Šiljak | Campaign Vote for Women | 1/4 page |
| 11.09. | Radio Sarajevo | Predstavljanje aktivnosti u okviru kampanje "Glasajte za žene" | mr.sci. Sabiha Husić | Campaign Vote for Women | 2 min |
| 11.09. | TV Hayat | Predstavljanje aktivnosti u okviru kampanje "Glasajte za žene" | mr.sci. Sabiha Husić | Campaign Vote for Women | 2 min |
| 11.09. | TV Sarajevo | Presenting activities in campaign "Vote for Women" | mr.sci. Sabiha Husić | Campaign Vote for Women | 2 min |
| 11.09. | TV of Federation of BiH | Presenting activities in campaign "Vote for Women" | mr.sci. Sabiha Husić | Campaign Vote for Women | 2 min |
| 11.09. | Oslobođenje | Presenting activities in campaign "Vote for Women" | mr.sci. Sabiha Husić | Campaign Vote for Women | 1/6 str |
| 11.09. | Radio Q visoko | Presenting activities in campaign "Vote for Women" | mr.sci. Sabiha Husić | Campaign Vote for Women | 2 min |



Street action, Medica Zenica, September, 2012

Udruženje građanki Bosansko Grahovo

| | | | | | |
|--------|---|--|---|--|------------|
| 03.09. | Radio Studio N | Announcem ent of third round of workshops | Danka Zelić | Third round of 5 workshops for women in rural area in Bosansko Grahovo and Livno | 10 minutes |
| 06.09. | Radio Kupres, Radio Tomislavgrad, Radio Livno, radio Studio N | Announcem ent of street action | Danka Zelić | Street action "Vote for Women" | 10 minutes |
| 07.09. | Radio Studio N | Live-call in radio-show from street action | Aleksandra Lovren Rajna Blagojević, Ružica Grgić - Brešić | Street action "Vote for Women", statements and brief comments | 15 minutes |
| 07.09. | Radio Livno | Live-call in radio-show from street action | Aleksandra Lovren | Street action "Vote for Women", statements and brief comments | 5 minuta |
| 10.09. | Večernji list daily | Article | Aleksandra Lovren | Street action in Bosansko Grahovo "Vote for Women" | 30th page |



Glas žene Bihać

| | | | | | |
|---------------|----------------|-------------|----------------------|--|-----------------------|
| 04.09. | TV USK | Show | Enisa Rakovic | Street action announcement | 15 minuta |
| 05.09. | Novi Radio | Show | Enisa Rakovic | Campaign Vote for Women | 7 minutes |
| 05.09. | Mirovne novine | Article | | Workshop "Equal opportunities for women and men in politics" | 12 th page |

Udružene žene Banja Luka

| | | | | | |
|---------------|---|-------------------------|---|---|-------------------------|
| 06.09. | RTRS | TV show | Svjetlana Marković, Aleksandra Radeta Stegić | Vote for Women | 45 minuta |
| 6.09. | RTRS | prilog sa ulične akcije | Sarajevo, Bratunac, Bijeljina | Vote for Women | Report for Srpska Today |
| 10.09. | http://www.radiosarajevo.ba | tekst | Aleksandra Petrić | Vote for Women | |
| 12.09. | Frontal | text | Aleksandra Petrić | Comment on initiative of daily Press about election of Miss of Elections 2012 | |
| 14.09 | Radio of RS, show "Zajednički talas" | radio show | Aleksandra Petrić | Vote for Women | Report, 5 minutes |
| 25.09 | Radio of RS, show "Zajednički talas" | radio show | Svjetlana Marković, Nada Golubović, Mira Makivić | Vote for Women | 55 minutes |

buka

HOME BIH REGION SVIJET SPORT KULTURA I ZABAVA EKONOMIJA KOLUMNE BLOG ANTIKORUPCIJA

Ulične akcije širom BiH

Glasajte za žene!

Objavljeno: 06.09.2012. - 07:44

f Recommend 49

Pošalji

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Tweet 1

PDF

Žena koja se bavi politikom kod nas je hrabra, jer je to posao koji je dosta zahtjevan. Moram priznati da svaka žena koja je u politici mora biti spremna na nerazumijevanje od strane samih žena i na promjeni takvog načina razmišljanja moramo uporno raditi. Jako je bitno podržati žene bez obzira kojoj političkoj partiji pripadale



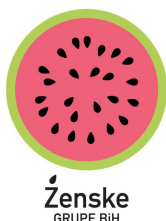
Lara Bijeljina

| Date | Media | Person | Type of media appearance | Topic | Duration |
|-------------------------|---------------|---|--------------------------|--|-----------------|
| Beginning of September* | TV of RS | Radmila Žigić | Appearance in show Fokus | Campaign „Vote for Women “ | 50 minutes |
| 05.09. | Pan radio | Mara Radovanović | Radio interview | Announcement of street action, and workshop in Koraj | About 5 minutes |
| 06.09. | RTV HiT Brčko | Mirzeta Tomljenović, citizens, women from political parties | News | Street action | 2 min |
| 07.09. | TV IN | Mirzeta Tomljenović, | TV reportage | Street action | 4-5 min |

| | | | | | |
|----------|------------------|---|---|--|------------|
| | | citizens, women from political parties | | | |
| 06.09. | RTV BN | Mirzeta Tomljenović, citizens, women from political parties | TV report in Srpska Today | Street action | 2 min |
| 06.09. | TV Slobomir | Mirzeta Tomljenović, citizens, women from political parties | TV report in news | Street action | 2 to 3 min |
| 06.09. | RTRS | Street actions, statements | Information in prime time news and report in Srpska Today | | do 1,5 min |
| 06.09. | Pan radio | Live-call in program | | Street action | 3 min |
| 06.09.** | TV Arena | Mirzeta Tomljenović, citizens, women from political parties | TV report in news | Street action | 2,5 min |
| 06.09. | RTV Slobomir | Radmila Žigić | Appearance in news | Women on candidates lists, campaign Vote for Women | 5 min |
| Mid Sept | SRNA News Agency | Radmila Žigić | Statement | Women in politics | |

Institut za razvoj mladih KULT Sarajevo

| | | | | |
|--------|---------------|-----------------|---|------------|
| 05.09. | www.mladi.org | Announcement | Street action | Text |
| 07.09. | TVSA | Live appearance | Street action and campaign | 10 minutes |
| 10.09. | www.mladi.org | Information | Female activists and politicians together | Text |
| 24.09. | www.mladi.org | Information | Young women social change bearers | Text |



Forum žena Bratunac

| | | | |
|--------|--|-------------|-----------------------|
| 06.09. | Radio Magic Milići (www.magic.ba/info/34-info/130-izbori-2012-danas-ulične-akcije u BiH-gradovima.HTML , i RTRS | Information | Beginning of campaign |
| 06.09. | radio "Prijatelji" Srebrenica (www.prijateljisrebrenice.org), | Information | Beginning of campaign |
| 06.09. | www.zvornikdanas.com/2012/09/zene pocle izbornu kampanju | Information | Beginning of campaign |
| 06.09. | (www.infobar.ba/mag/sirom-bih-održane- ulične-akcije) . | Information | Beginning of campaign |
| 06.09. | Glas Srpske (www.glassrpske.com/novosti/izbori 2012/Bratunac-žene - počele-izbornu-kampanju/lat/91831.html), | Information | Beginning of campaign |

2.5. October 2012

Culmination of all promo activities from September, took place at the beginning of October, right before the Election Day. In order to underline message once again about the importance of voting for women and enabling them for equal participation in political life of Bosnia and Herzegovina, last street action took place. Right before the Election Day broadcasting of radio-jingles ended.

Institut za razvoj mladih KULT Sarajevo

| | | | | |
|--------|--|-------------|-------------------------------|------|
| 01.10. | www.mladi.org | Information | Empowering youth female | Text |
| 03.10. | www.mladi.org | Information | Announcement of street action | Text |
| 05.10. | www.mladi.org | Promo text | Women can do it | Text |



Street action, October, 2012,
Institut za razvoj mladih KULT

Udruženje građanki Bosansko Grahovo

| | | | | | |
|---------|---|--------------|-------------------|--|--------|
| 01.10. | Radio studio N | Statement | Aleksandra Lovren | Report about workshops for women in rural area of Bosansko Grahovo and Livno | 10 min |
| 04.10. | Radio Livno, Radio Tomislavgrad, Radio Kupres, Radio studio N | Announcement | | Announcement of street campaign "Vote for Women" | 10 min |
| 05.10. | Radio studio N | Statement | Aleksandra Lovren | Statement about street action as a part of campaign "Vote for Women" | 5 min |
| Portali | NVO UG Grahovo | Livno Online | Livno SAT | Relax Livno | |



Street action, October, 2012, Glas žene, Bihać

Udružene žene Banja Luka

| | | | | | |
|---------|------------------|---------------------------|-----------------------|------------------|---|
| 04.10. | RTRS | Report from street action | Višegrad | Vote for Women | Prilog Srpska danas |
| 04. 10. | TV liberty | Report from street action | Banja Luka | Vote for Women | Statement Aleksandra Petrić |
| 04.10. | Agencija SRNA | Report from street action | Banja Luka | Vote for Women | Statement Aleksandra Petrić |
| 05.10. | Nezavisne Novine | Agency news | Banja Luka | Vote for Women | Statement Aleksandra Petrić |
| 22.10. | RTRS | Show "U Fokusu" | Banja Luka, Bijeljina | Election results | Vive žene Tuzla, Lara Bijeljina, Gender centar RS, Udružene zene BL |

Vive žene Tuzla

| | | | | | |
|--------|----------------|-----------------|------------|--|--------|
| 03.10. | Vesta Radio | Morning program | Nina Zupan | Motivation "get out and vote" | 30 min |
| 05.10. | Radio Kameleon | Morning program | Nina Zupan | Announcement of street action and project activities | 10 min |
| 05.10. | Radio 7 | News | Nina Zupan | Announcement of street action and project activities | 2 min |
| 05.10. | Radio Slon | News | Nina Zupan | Announcement of street action and project activities | 5 min |
| 05.10. | Radio Soli | News | Nina Zupan | Announcement of street action and project activities | 3 min |

Krajiška suza Sanski Most

| | | | | | |
|-------|--------------|-----------------|---|--|-----------------------|
| 4.10. | Radio "Sana" | Live appearance | 4 women from different political parties of Sanski Most (appearance at the beginning of show of Almira Selimović Talić) | Female politicians from political parties of Sanski Most | 60 min 13:00-14:00 |
| 5.10 | Radio "Sana" | Live appearance | 4 women from different political parties of Sanski Most (appearance at the beginning of show of Almira Selimović Talić) | Female politicians from political parties of Sanski Most | 60 min 13:00-14:00 |
| 5.10. | Radio "Sana" | Information | | Street action "Vote for Women" | 3 min x 3 |
| 5.10. | Radio "Sana" | Statement | Almira Selimović Talić (Project Coordinator) | Street action "Vote for Women" | 3-5 min x2 |
| 5.10. | TV 101 | Statement | Volunteers in action and statement of Project Coordinator | Report on street action | 2-3 min x2 |
| 5.10. | TV USK | Statement | Volunteers in action and statement of Project Coordinator | Report on street action | 2-3 min x2 |



Street action, October, 2012, Krajiška suza Sanski Most



Street action, Forum žena Bratunac, October 2012

Lara Bijeljina

| | | | | | |
|--------------------|---|---------------------|------------------------------|---|-------------|
| 3.10. | Radio Pan | Mara Radovanović | Radio interview | Street action announcement, why is women participation in politics important? | 5 min |
| 4.10. | RTV Slobomir, TV IN, TV Arena, Hit televizija | Mirzeta Tomljenović | TV report in prime-time news | Street action | 2 min/media |
| 12.10. | RTRS | Radmila Žigić | Statement | Election results regarding women, Srpska Today | 2 min |
| Mid October | SRNA News Agency | Radmila Žigić | Statement | Female results in elections | |

Street action, October 2012, Lara, Bijeljina



Medica Zenica

| | | | | | |
|--------|--|--|---------------------|---|----------|
| 04.10. | Radio Zenica | Street action – Campaign Vote for Women | Habiba Kovač | Street action | 2 min |
| 04.10. | TV Zenica | Street action - Campaign Vote for Women | Habiba Kovač | Street action | 2 min |
| 10.10. | Naša Riječ | Public discussion with Cecile Buhlmann and BH female politicians | mr.sci.Sabiha Husić | Women participation in public and political life in BiH | 1/4 page |
| 10.10. | Dnevni avaz | Public discussion with Cecile Buhlmann and BH female politicians | mr.sci.Sabiha Husić | Women participation in public and political life in BiH | 1/4 page |
| 10.10. | www.medica-zenica.org | Public discussion with Cecile Buhlmann and BH female politicians | mr.sci.Sabiha Husić | Women participation in public and political life in BiH | 1 page |

| | Juli 2012 | | | | Avgust 2012 | | | | Septembar 2012 | | | | Oktobar 2012 | | | | TOTAL | | | |
|----------------------|-----------|----|-------|-----|-------------|----|-------|-----|----------------|----|-------|-----|--------------|----|-------|-----|-------|----|-------|-----|
| | radio | tv | print | web | radio | tv | print | web | radio | tv | print | web | radio | tv | print | web | RADIO | TV | PRINT | WEB |
| Udružene žene B.Luka | 0 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 2 | 2 | 1 | 0 | 0 | 3 | 1 | 0 | 3 | 9 | 2 | 0 |
| Medica Zenica | 3 | 3 | 0 | 3 | 2 | 0 | 0 | 2 | 3 | 4 | 3 | 3 | 1 | 1 | 2 | 1 | 9 | 8 | 5 | 9 |
| Lara Bijeljina | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 3 | 7 | 0 | 0 | 1 | 5 | 0 | 0 | 5 | 12 | 0 | 0 |
| Forum žena Bratunac | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 4 | 3 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 9 |
| Vive žene Tuzla | 0 | 0 | 0 | 0 | 4 | 2 | 0 | 2 | 1 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 10 | 2 | 0 | 2 |
| Kult Sarajevo | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 5 | 0 | 1 | 0 | 3 | 0 | 1 | 0 | 3 | 0 | 2 | 0 | 14 |
| U.G. B. Grahovo | 5 | 0 | 0 | 3 | 2 | 0 | 0 | 2 | 5 | 0 | 1 | 4 | 3 | 0 | 0 | 4 | 15 | 0 | 1 | 13 |
| Glas žene Bihać | 4 | 4 | 1 | 6 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 5 | 5 | 3 | 6 |
| Krajiška suza | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 2 | 2 | 0 | 0 | 8 | 4 | 0 | 0 |
| TPO | 4 | 4 | 0 | 4 | 0 | 0 | 0 | 0 | 2 | 2 | 1 | 3 | 0 | 0 | 0 | 0 | 6 | 6 | 1 | 7 |
| | 18 | 11 | 1 | 19 | 14 | 6 | 1 | 15 | 22 | 19 | 7 | 18 | 12 | 12 | 3 | 8 | 66 | 48 | 12 | 60 |
| | | | | | | | | | | | | | | | | | | | | 186 |

Review of all media appearances of Project Partners within the "Vote for Women" campaign

Through this report it is clear that partners of project "Equal opportunities for women and men in politics" achieved high quality and intensity of campaign promotion through various radio and TV appearances in their local communities. They promoted not only campaign but also other project activities like workshops for women in rural areas and one-day workshops with young male and female politicians.

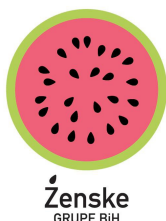
Here, it is important to underline that media activities of the project "Equal opportunities for women and men in politics" were not directed towards short-term media representation of the activities, but rather long-term empowerment of women that should achieve more visible results on next elections in Bosnia and Herzegovina.

3. Results

After successfully implemented media campaign that achieved larger impact than it was anticipated, it is important to underline several facts as a results of Elections 2012. Elections were implemented in 142 municipalities out of which in 29 women were candidates for Municipality Mayors. In following four years five women will be heads of municipalities, two more than in previous mandate. Also, there would be more women in municipality councils than in previous four years. (14,99% in 2008 vs. 17,1% in following four years)

What also encourages is the fact that beside "Vote for Women" campaign several other campaign and activities were implemented with similar goal, so it would be useful to unify civil society efforts and certain international organization so the message should be clearer, and it could have stronger impact on voters.

One of post-elections reports of Radio of Free Europe speaks about increased trust of voters in women in politics, especially underlining the fact of increased number of women as Municipality Mayors.



<http://www.slobodnaevropa.org/content/izborni-rezultati-pokazali-raste-povjerenje-gradjana-u-zena-funkcijama/24736646.html>

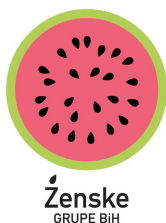
However, 40 female candidates for Municipality Mayors vs. 510 male candidates is still very small percentage and it is necessary to continuously work on awareness raising and women empowerment in political life of Bosnia and Herzegovina. That is why concept of this project is also important, because it put focus on direct contact with women in rural areas, female politicians together with media promotion so it can contribute on various levels to more equal position of women in politics in BiH.

In opposition to Radio Free Europe report, daily newspaper Nezavisne novine in its analysis of election results harshly criticise unequal representation of women, mainly reflecting on results in Republic of Srpska. Comparing the numbers from 2008 elections, text concludes that not much has changed in perception of voters.

<http://www.nezavisne.com/novosti/lokalniiizbori2012/Politika-u-BiH-ostaje-muski-posao-164212.html>

Interesting is comparison of results of female municipality counsellors in municipalities where project took place in relation to 2008 results. This information is obtained from Agency for Gender Equality of BiH on November 8, 2012, while Central Electoral Commission does not provide this information at all.

| Municipality | 2008. | 2012. |
|---------------------|--------|--------|
| Bihać | 13,33% | 20,00% |
| Bosansko Grahovo | 0% | 26,66% |
| Tuzla | 12,90% | 16,12% |
| Sarajevo Centar | 16,13% | 22,58% |
| Zenica | 12,90% | 22,58% |
| Sanski Most | 25,81% | 16,12% |
| Banja Luka | 22,58% | 9,67% |
| Bijeljina | 22,58% | 6,45% |
| Bratunac | 22,58% | 12,00% |
| Sarajevo Stari Grad | 32,26% | 32,25% |
| Sarajevo Novi Grad | 22,58% | 22,58% |



| | | |
|------------------------|--------|--------|
| Sarajevo Novo Sarajevo | 35,48% | 32,35% |
| Ilidža | 22,22 | 14,81% |

Source: Gender Equality Agency of BiH

Having in mind that campaign took place in 10 towns, it is clear that it can be said that it was really successful, because improvement was achieved in larger urban areas like Municipality Centre Sarajevo, Tuzla, Bihać, Zenica, and outstanding achievement in Bosansko Grahovo. The truth is that organization Udružene građanke Bosansko Grahovo had of the most active media campaign, where intensity of campaign and elections result can be brought in direct connection. Also, Medica Zenica conducted really intensive campaign in the area of Zenica-Doboj Canton where 2 women were elected for Municipality Mayors – Doboj Jug i Visoko, and number of female counsellors in Municipality Councils.

Referring to results in these two municipalities – Doboj Jug and Visoko, it is important to highlight that Medica Zenica successfully implements various educative and awareness raising activities in this area. However, in past two years they intensified direct contact with voters in local communities informing them about results of political engagement of selected women in politics. Right before this joint campaign, on various occasions, they appeared together with female politicians in local communities, which, according to their opinion, developed trust among voters and female candidates.

And rest of results witnessing about relative success because decreased percentage is somewhere minimal, (mainly Sarajevo Municipalities), while, unfortunately significant negative oscillation are registered in Banja Luka and Bijeljina, in spite all campaign activities of project partners. That clearly illustrates, how lot of work and activities needs to be done and it should involve all stakeholders of electoral process. Also, these results clearly indicate how important it is to continuously invest in education in order to reach true equality of women and man in political life of BiH.